

Marketing training in the degree programs Business Management and Master Marketing Management since WS 2011/12

		1	2	3	4	5	6		7		8		9		10										
		WS	SS	WS	SS	WS	SS		WS		SS		WS		SS										
Bachelor Business Management	Marketing Basics						Strategic and International Marketing	4	SchrPr <sup>1</sup>	Sectoral Marketing	4	SIA <sup>2</sup>													
							Market Research and Practical Studies	4	SIA <sup>2</sup>	Marketing Mix	4	SchrPr <sup>1</sup>													
Master Marketing Management	First degree course with at least 180 ECTS at a recognized institution of higher education.	<b>Additional qualification if necessary</b>					<b>1st Semester Master SS</b>						<b>2nd Semester Master WS</b>			<b>3rd Semester Master SS</b>									
							SWS <sup>1</sup>	ECTS				SWS <sup>1</sup>	Exam.	ECTS/Module			SWS <sup>1</sup>	Exam.	ECTS/Module						
		Course catalogue of management- and marketingrelevant lectures from different degree programs. The offer is redetermined in every semester. The curriculum is coordinated individually with the fellow students.							Investment Goods Marketing and Technical Distribution	4	KI 120 <sup>1)</sup>	6	Service and Trade Marketing	2	KI 120 <sup>1)</sup>	6	Optional compulsory module from a binding catalogue, that is redetermined in every semester)		2	div.	6				
									Case Studies Marketing Research	2	Ref und SA <sup>2)</sup>	6	Distribution Logistics	2	"	6	Presentation Techniques <sup>(1)</sup>		2	p <sup>1)</sup>	6	2	div.		
									Consumer Behaviour and Market Research	2	KI 90 <sup>1)</sup>		Market Research Project	4	p <sup>1)</sup>	6	Negotiation and Moderation <sup>(1)</sup>		2	p <sup>1)</sup>	6				
									Regional Marketing and Management of Public Enterprises	4	SA und Präs. <sup>2)</sup>	6	Business Game Marketing and Management	6	P <sup>1)</sup>	6	Master's Thesis		10	Thesis	18				
									Online Marketing and Social Media	2	KI 120 <sup>1)</sup>	6	Marketing Controlling	2	KI 120 <sup>1)</sup>	6				Colloq. 45min					
									Ecommerce	2			Dialogmarketing und Customer Rel. Manag.	2			Marketing Law <sup>(2)</sup>	2	KI 90 <sup>1)</sup>	6					
									Seminar Case Studies Strategic and International Management	4	SA und Präs. <sup>2)</sup>	6	Brand and Communication <sup>(1)</sup>	2	SA u. Präs. <sup>2)</sup>	6									
										20		30													

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(1) These courses are offered every semester (2) temporarily takes place in SS